MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

DBS5028 – E-COMMERCE

(For Diploma students only)

2 MARCH 2016
2.30 pm – 4.30 pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 7 **pages** excluding the cover page.
2. There are **2 sections** in this Question paper. Answer **ALL** questions in both sections.

   Section A: 30 Multiple Choice Questions (30 marks)
   Section B: 5 Structured Questions (50 marks)

3. For **Section A,** please shade your answers on the **OMR sheet** provided.
4. For **Section B**, please write your answers in the **Answer Booklet** provided.

Section A: 30 Multiple Choice Questions (30 marks)

*Instruction: Please shade your answers on the **OMR sheet** provided.*

1) All of the following are benefits of e-commerce to businesses **EXCEPT** _____.
   A. improved customer service
   B. ability to use new business models
   C. higher communication and information processing costs
   D. business always open

2) Which of the following is **NOT** an example of pure e-commerce?
   A. Ordering a science e-book on mphonline.com.
   B. Buying a comic from Google Play Store.
   C. Subscribing to e-magazine sold by The Star Online.
   D. Buying a slice of chocolate cake from Secret Recipe located at the shopping mall.

3) *Mudah.my,* Malaysia's largest marketplace is an example of _____ e-commerce model.
   A. G2B
   B. C2C
   C. B2E
   D. G2C

4) Which of the following is **NOT** a component in an online marketplace?
   A. Competitor
   B. Buyer
   C. Infrastructure
   D. Intermediary

5) A webstore is _____.
   A. an online shopping center where many online stores are located
   B. a single point of access, through a Web browser, to critical business information located inside and outside (via Internet) an organization
   C. a single website where multiple online shops sell similar products
   D. a single company's website where products or services are sold; usually has an online shopping cart associated with it

6) Which of the following defines forward e-auction?
   A. A buyer places an item for bid (tender) on a request for quote (RFQ) system, potential suppliers bid on the job, with the price reducing sequentially, and the lowest bidder wins.
   B. Multiple buyers and their bidding prices are matched with multiple sellers and their asking prices, considering the quantities on both sides.
   C. A seller accepts bids from a variety of potential buyers, bidders increase price sequentially, and the highest bidder wins.
   D. A would-be buyer specifies the price (and other terms) he or she is willing to pay to any willing and able seller.

Continued .....

7) What is the advantage of *Jobstreet* for job seekers?
   A. Can find information on a large number of jobs worldwide.
   B. Can apply for jobs quickly from any location.
   C. Can receive job alerts via e-mails.
   D. All of the above.

8) Which of the following is **NOT** an example of e-tailing?
   A. Online banking
   B. E-auction
   C. Online travel
   D. E-grocer

9) _____ are tools that search the Web for goods and services that meet a customer's specified search criteria.
   A. Social tagging
   B. Social bookmarking
   C. Shopbots
   D. Shopping portals

10) What is the correct order of steps in the purchase decision-making process?
   I. Evaluation, negotiation and selection
   II. After-purchase service and evaluation
   III. Need recognition
   IV. Information search
   V. Purchase, payment and delivery

   A. V, II, III, IV, I
   B. IV, I, V, III, II
   C. I, V, II, IV, III
   D. III, IV, I, V, II

11) Simple design, ease of use and navigation are _____ qualities that affect consumer satisfaction with online shopping.
   A. system
   B. service
   C. information
   D. enviromental

12) In web advertising, the term *click-through rate* refers to _____.
   A. a count made each time a visitor clicks on a banner ad to access the advertiser's website
   B. the percentage of visitors who are exposed to a banner ad and click on it
   C. the number of times users call up a page that has a banner ad on it during a specific period
   D. the percentage of clickers who actually make a purchase

Continued .....

13) Checking your latest balance statement on *PTPTN* portal is an example of _____ category.
A. G2E
B. B2C
C. B2E
D. G2C

14) Which of the following statements about the benefit of e-government is **FALSE**?
A. Reduce the average time for citizens to find information.
B. Increase burden on business by introducing online tax filing.
C. Increase the ability for citizens and businesses to find, view and comment on rules and regulations.
D. Make transactions with the government easier, cheaper and quicker.

15) Learning, training, and knowledge sharing in *Facebook* is known as _____.
A. virtual learning
B. e-learning
C. social learning
D. self-paced learning

16) What is the advantage of mobile commerce to businesses?
A. Collect data about customers using apps.
B. Increased sales and revenue.
C. Get in touch with customers about events and promotions, offer discounts and display items for sale.
D. All of the above.

17) Batteries with long life are needed for mobile computing. This is a limitation that BEST describes _____.
A. GPS accuracy
B. potential health risk
C. insufficient bandwidth
D. power consumption

18) Navigation to the nearest bus station displayed by an app on a smartphone is an example of _____.
A. social commerce
B. location-based service
C. mobile learning
D. social learning

19) Which of the following activities is **NOT** an example of social commerce?
A. Reading and writing hotel reviews on TripAdvisor.
B. Shopping in SecondLife.
C. Selling products right on Facebook Page.
D. Bidding for an item on eBay.

Continued .....

20) Which of the following statements about social shopping is **FALSE**?
A. Quick and easy to connect with people who share same interests.
B. Decreases trust level in shopping online.
C. Enables shoppers to share wishlist with other shoppers.
D. Shoppers can discover what other people are saying about a particular product.

21) Advertising products or services via *Facebook, Twitter* and *YouTube* is known as _____.
A. one-to-one marketing
B. social advertising
C. search advertising
D. relationship marketing

22) In e-commerce security, authentication is defined as _____.
A. the assurance that online customers or trading partners cannot falsely deny their purchase or transaction
B. the process of determining what the authenticated entity is allowed to access and what operations it is allowed to perform
C. the process to verify the real identity of an individual, computer, computer program, or e-commerce website
D. the assurance that access to data, the website, or other e-commerce data service is timely, available, reliable, and restricted to authorized users

23) _____ directs user to enter details at a fake website that looks and feels almost identical to a legitimate one
A. Page hijacking
B. Spamming
C. Phishing
D. Banking Trojan

24) Denial of service attack _____.
A. tricks users into revealing information or performing an action that compromises a computer or network
B. uses specialized software to send a flood of data packets to the target computer with the aim of overloading its resources
C. involves stealing an identity of a person by pretending to be that someone else in order to steal money or get other benefits
D. creates a rogue copy of a popular website that shows contents similar to the original of a Web crawler; once there, an unsuspecting user is redirected to malicious websites

25) A third-party service connecting a merchant's e-commerce system to the appropriate acquiring bank or financial institution is known as _____.
A. payment service provider
B. Internet service provider
C. credit service provider
D. application service provider

Continued .....

26) What is the benefit of debit cards over credit cards?
A. No minimum charges.
B. Easy to acquire without investigation into your credit history.
C. Don't need to worry about interest rates.
D. All of the above

27) Which of the following tools detects fraud by comparing the address entered on a Web page with the address information on file with the cardholder's issuing bank?
A. fraud screen
B. address verification system
C. card verification number
D. negative list

28) Peter has been running his bakery in Ayer Keroh, Melaka for 5 years. Now, he has made the decision to also sell online. Which e-commerce initiative that Peter is likely to add to his existing business?
A. A corporate portal
B. An enterprise business social network
C. A webstore
D. An auction site

29) In funding a new online business, the incubator is _____.
A. an individual, a group of individuals or a funding company who invests in a business in exchange for equity in the business
B. a wealthy individual who contributes personal funds and possibly expertise at the earliest stage of business development
C. a company, university or nonprofit organization that supports businesses in their initial stages of development
D. a business that acquires the hardware, software, staff, and dedicated telecommunications services necessary to set up and manage its own website

30) All of the following are guidelines for a successful website design **EXCEPT** _____.
A. provide site map and navigation
B. place interactive ads on every web page
C. use consistent fonts and colors across web pages
D. conduct usability test

Continued .....

Section B: 5 Structured Questions (50 marks)

Instruction: Please write your answers in the ***Answer Booklet*** *provided.*

Question 1

a) Describe the following e-commerce business models.
   i. Click-and-mortar retailers
   ii. Transaction brokers
   iii. Group buying
   iv. Pure-play e-tailers

(4 marks)

b) Explain **THREE** e-commerce revenue models.

(6 marks)

[TOTAL 10 MARKS]

Question 2

a) Define *front end* and *back end* components of e-marketplaces.

(4 marks)

b) Your company has released a new product and is aiming to achieve a high volume of sales within six months. Suggest **THREE** online advertising methods and include **TWO** advantages for each.

(6 marks)

[TOTAL 10 MARKS]

Question 3

a) Explain the following drivers of e-learning.
   i. Social networks
   ii. Virtual universities
   iii. Availability of e-books

(6 marks)

b) Your boss is asking your opinion on promoting the company's products and services via mobile advertising. Explain **TWO** drivers that will drive the success of mobile advertising.

(4 marks)

[TOTAL 10 MARKS]

Continued .....

Question 4

Briefly describe **FIVE** benefits of *Facebook commerce* to customers and **FIVE** benefits of *Facebook commerce* to businesses.

[TOTAL 10 MARKS]

Question 5

a) You are planning to start an online business. Explain the type of document that is required for seeking financing.

(3 marks)

b) Describe **TWO** classifications of websites.

(4 marks)

c) List the steps in building an e-commerce website.

(3 marks)

[TOTAL 10 MARKS]

End of Page.